




FOR IMMEDIATE RELEASE: March 20, 2006

CONTACT: Anne Browne
413.637.4700 x115 • ABrowne@LvipRx.com

**New York Times Bestselling Author and Local Practitioner
Dr. Mark Hyman Interrupts National Book Tour
for Appearance in Lenox**

LENOX, MA: New York Times best-selling author, lecturer, and practicing physician, Dr. Mark Hyman, is taking time away from his national book tour to celebrate the launch of his new book *UltraMetabolism: The Simple Plan for Automatic Weight Loss*, in his home town of Lenox, Massachusetts. Dr. Hyman will speak about the groundbreaking concept of Nutrigenomics (the science of how food "talks" to our genes) and how this concept will change the way we think about weight. Dr. Hyman's approach is designed to bring the average person "into the know" about how foods turn on and off the switches in our bodies that control weight loss and good health. The presentation will be in the Main Hall at Kripalu Center for Yoga and Health on Saturday, April 1, at 7:30 pm. It is free and open to the public. A Q&A session and book signing will follow.

Endorsed by prominent figures in medicine including Mehmet Oz, MD* and Peter Libby, MD**, Dr. Hyman is a leader in the emerging field of Functional Medicine. He has spent the last decade refining and perfecting his weight-loss methods through innovative medical testing and hands-on research. "The most powerful tool to affect people's health and to reverse disease is food. It's the best drug I have in my arsenal, and by simply providing the right foods for each person (which sometimes differs depending on their genetic needs) the body takes care of the rest," Dr. Hyman states. He has worked with more than 2,000 patients struggling with weight-related health issues in both his Lenox-based private practice, and as the former Co-Medical Director at Canyon Ranch in Lenox. Through his research, Dr. Hyman has identified the seven fundamental causes of weight gain and has integrated them all into a single, simple plan. The UltraMetabolism program is an easy-to-follow, eight-week plan to help individuals lose weight based on their unique genetic needs, and is designed to create a healthy metabolism and promote permanent weight loss and lifelong health.



The lecture is co-sponsored by Kripalu Center for Yoga and Health and the Lenox Village Integrative Pharmacy, both located in Lenox, Mass. Dr. Hyman currently serves as advisor to the newly formed Institute for Integrated Healing at Kripalu (expected to launch in early 2008), whose focus is changing the way medicine is practiced in America and the way society thinks about health and healing.

The Lenox Village Integrative Pharmacy is redefining the pharmacy business model by focusing on both traditional and alternative approaches to healthy living, including the preparation of personalized medicine and nutritionals on site. The pharmacy offers a wide array of nutritional supplements, natural remedies, customized and traditional medications. Owner Larry Browne observes, "Dr. Hyman's teachings are perfectly suited to our goal of promoting healthy living."

*New York Times #1 Bestselling Author / **Chief of Cardiovascular Medicine, Harvard Medical School

#